

**GARY LOCKE**  
Governor



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**Gov. Locke launches *From the Heart of Washington* campaign to promote state's agricultural products**

**SPOKANE** - Gov. Gary Locke today introduced *From the Heart of Washington*, a statewide campaign to increase consumer demand for Washington food and agricultural products.

The three-year campaign, which will include radio, newspaper and television advertisements and community events, is intended to increase awareness of agriculture's value to the state's economy and its key role in sustaining rural communities.

"Beginning today, you will see "From the Heart of Washington" signs in grocery stores all across the state," Locke told shoppers gathered at Yoke's Fresh Market in Spokane. "By clearly identifying Washington products throughout the stores and aggressively marketing our state's quality products, we create a win-win for consumers and retail grocers."

The Department of Agriculture received \$2.5 million in federal funding for the campaign to support state agricultural programs. It will highlight Washington's diverse seasonal crops, livestock, processed foods, wine, nursery products and seafood.

The governor, joined by Valoria Loveland, director of the Department of Agriculture, and Doug Henken, president of the Washington Food Industry, also will promote the state's products at Gordon Brothers Family Vineyards in Pasco and Pike Place Market in Seattle today.

"We want consumers to know that when they buy Washington produce, their choices go far beyond the grocery cart," said Loveland. "Their choices help to ensure that there will be open spaces around our cities and jobs for residents who grow, harvest, pack or bottle food products."

The *From the Heart of Washington* campaign will bring government, grocers, producers and consumers together to celebrate more than 300 agricultural commodities produced in the state. All agricultural producers are eligible to participate.

"Our agricultural industry contributes more than \$5 billion to the state's economy annually," Locke said. "I am proud to introduce you to this campaign and I am excited about the potential it has to lift our agriculture industry and our state's economy to a new level."

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